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# **RESPECT**

## **PART 2**

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What looks different about TruEnergy?

What are new services, offerings, and products?

How has the work itself changed?

How has the workforce changed?

**April 9, 2030**

What have been the biggest obstacles to overcome in implementing these changes?

# Innovation Myths

## Myth #1: Innovation is a nice-to-have

By 2026, leadership won't be defined by hierarchy, title, or tenure, it will be defined by human connection, adaptability, and the wisdom to lead alongside technology, not against it. The leaders who will matter most are not the ones who know everything, but the ones who are willing to learn, experiment, and stay deeply human in the middle of all this change.

If there was ever a time for leaders to rise with courage, clarity, and humanity, it's now.

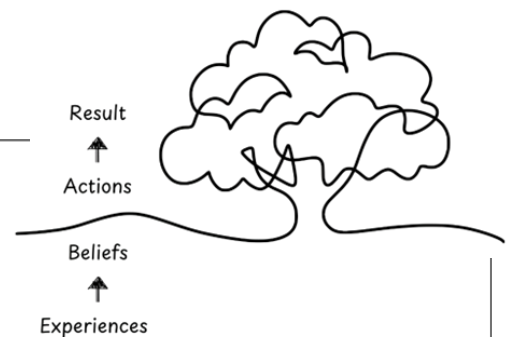
[https://www.leaderonomics.com/articles/leadership/leadership-trends-2026?utm\\_source=chatgpt.com](https://www.leaderonomics.com/articles/leadership/leadership-trends-2026?utm_source=chatgpt.com)

## AQ is

The ability to recognize when conditions have changed, adjust beliefs and behaviors accordingly, and thrive in new environments.

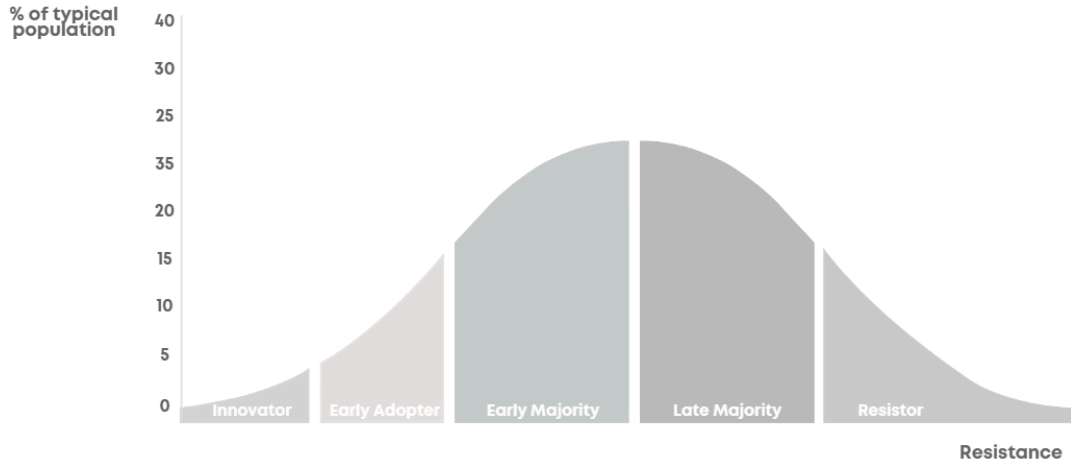


## Myth #2: Innovation only requires different actions.

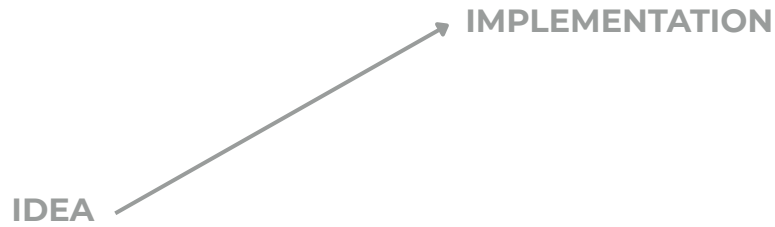


# Innovation Myths

## Myth #3: Innovation adoption happens quickly

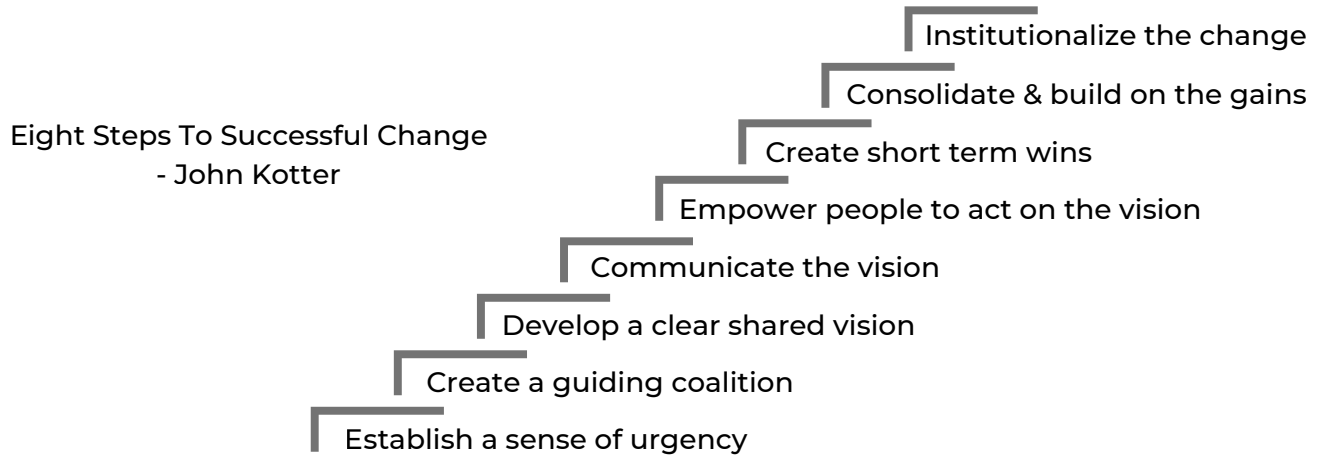


## Myth #4: Innovation happens in a straight line – from idea to implementation



# Innovation Myths

## Myth #5: Innovation relies solely on logic



### BIG DEAL #1:

Your **PreFrontal**

**Cortex**

is priceless

- Analysis
- Speech
- Creativity
- Willpower
- Innovation
- Planning
- Forming goals
- Evaluating consequences
- The brain's "CEO"

### BIG DEAL #3:

**Emotions**

run the show

- Memory
- Health
- Emotions
- Critical role in learning
- Essential to memory
- Accelerating ingredient

### BIG DEAL #2:

**Threat**

to the brain is

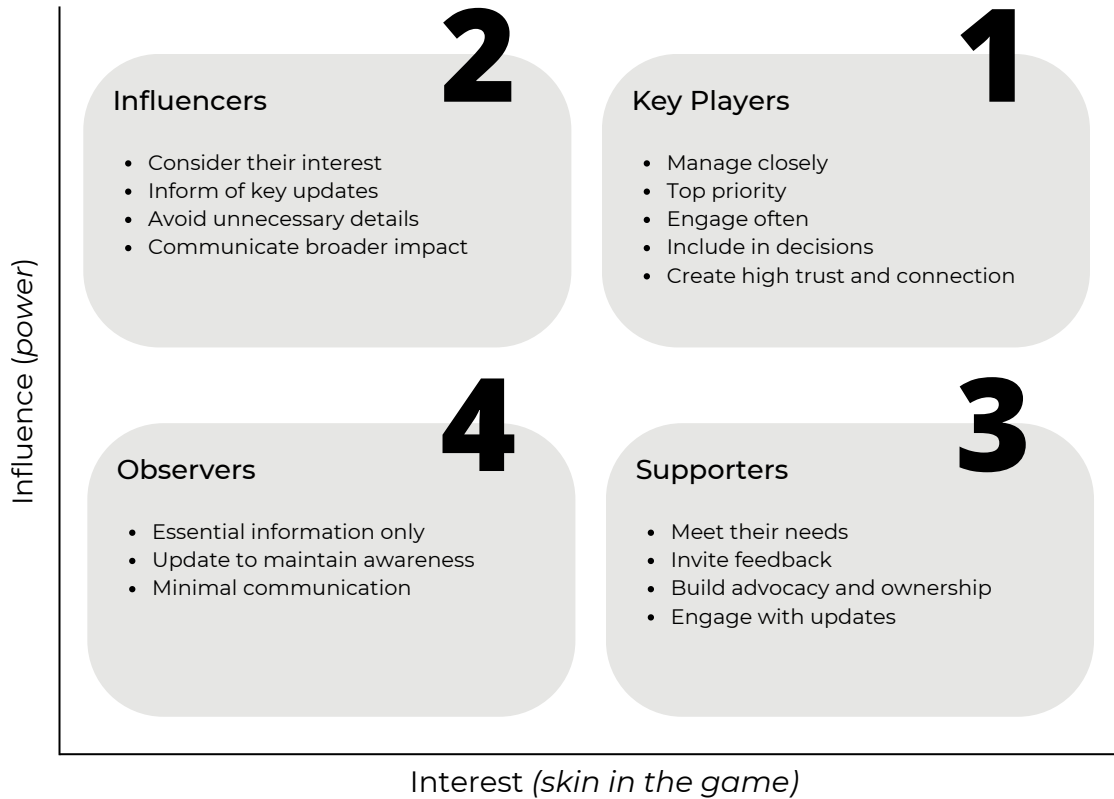
**Threat**

to the brain

- Fight
- Flight
- Freeze
- Basic body function
- Especially triggered by threat and fear
- The brain's "bouncer"

# Innovation Myths

**Myth #6: Innovation happens in isolation, and a great idea sells itself.**



1

2

3

4

# Innovation Myths

## Myth #6: Innovation happens in isolation.

*continued*

### Group 1: Key Players

These are top-priority stakeholders to engage closely and regularly. Pay close attention to their needs and preferences. What do they want to know, how, and how often?

*Communication Ideas: Personalized messages, detailed updates, and direct involvement in planning and decisions.*

*Examples: Executive briefings, leadership meetings, strategic workshops*

### Group 2: Influencers

These stakeholders can significantly influence outcomes but do not want to be involved in the details to keep satisfied with key updates.

*Communication Ideas: Keep them informed of broader impact and outcomes and high-level details.*

*Examples: Executive summaries, milestone reports, concise dashboards*

### Group 3: Supporters

These stakeholders have a high interest in your project or services but relatively little power or influence over decision-making.

*Communication Ideas: Engage with updates, invite feedback, and build advocacy and ownership.*

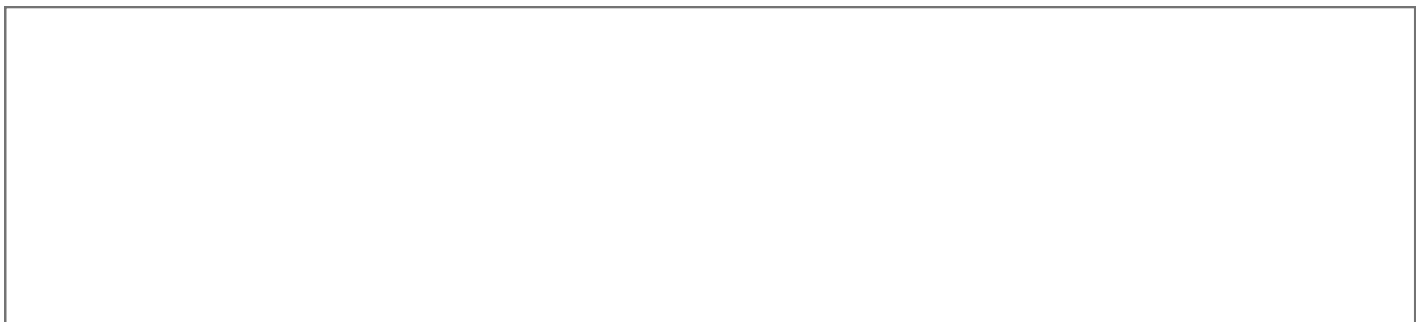
*Examples: Newsletters, workshops, focus groups, surveys, email updates, 1:1 conversations*

### Group 4: Observers

These stakeholders want essential information only and require minimal communication.

*Communication Ideas: Updates to maintain awareness.*

*Examples: Public updates, website notices, occasional emails*





# Session Eleven: April 9, 2026

## Application

You can find all LEAD resources at:

Leadership: <https://yellingroup.com/truenergy-leadership-resources>

Foundations: <https://yellingroup.com/truenergy-foundations-resources>

### I commit to:

### The team commits to:



A great idea doesn't sell itself.